

Finland

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Brief History

- The capital of Finland is Helsinki
- Land of forests: it covers roughly three quarters of the Finland area of 338,000 sq. km.
- The population of Finland today is a little over 5 million.
- They speak Finnish or Swedish
- Form of government: Republic

The first missionaries arrive in Finland from Sweden. Finland becomes part of the Swedish realm.

Finland declares independence from Russia on December 6.

Finland joins the United Nations, Finland joins the European Members.

1155

1808

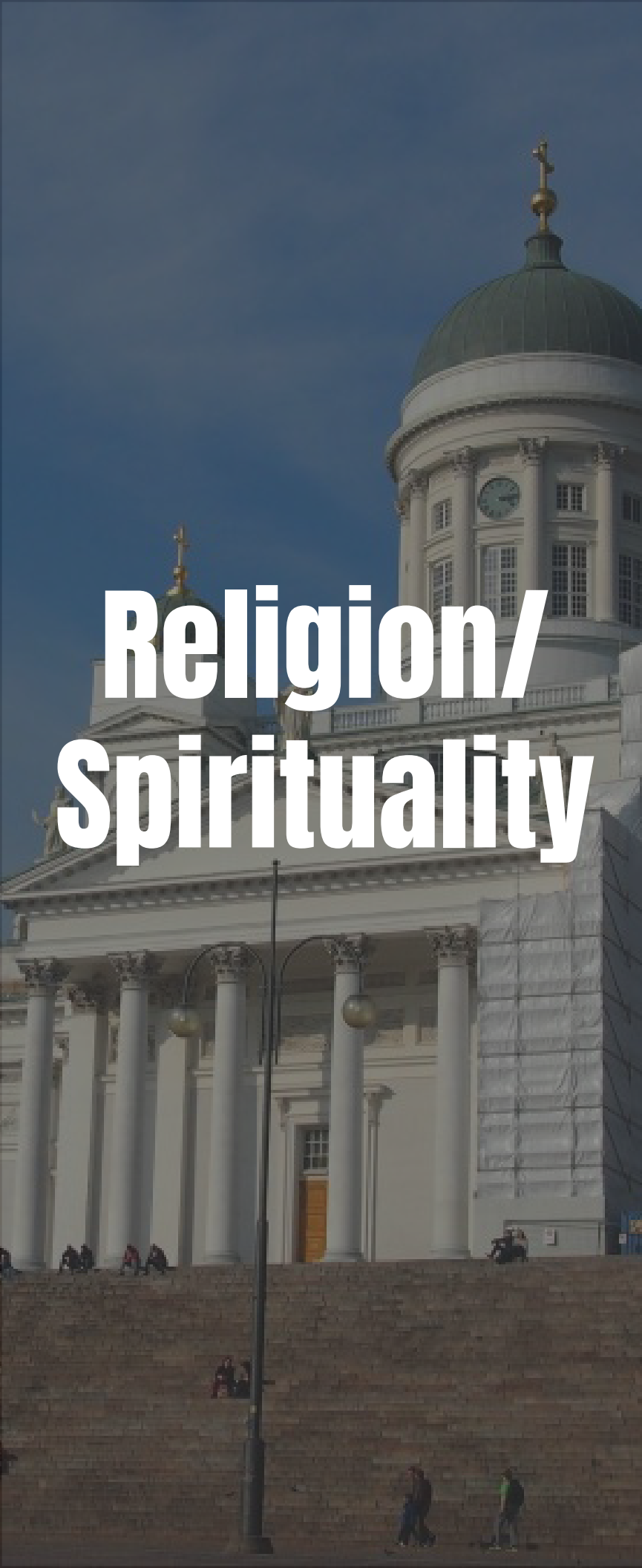
1917

1939

1955

When Sweden lost its position in the early 18th century, Russian pressure on Finland increased, and Russia conquered Finland in the 1808-1809.

The Soviet Union attacks Finland and the Winter War is fought.



Religion/ Spirituality

- About 70% of the population are Christian
- The Orthodox Church of Finland is the second largest religious community. Slightly over 1% of the population
- The Evangelical Lutheran Church and the Orthodox Church enjoy a special status in Finland. They are entitled to levy taxes
- Finland has freedom of religion.
- A group of at least 20 adult persons can establish a religious community.
- Religious groups do not need to register as a community; they can also operate without registration.
- Parents decide their child's religion. If parents disagree on the matter, the mother can decide the religion of a child under 1 year of age by herself.
- Children have the right to receive education in their own religion in school.
- Adults, or those who have turned 18 years of age, can make their own decision regarding their religion.



Taboos

01

Don't make public displays of affection.

02

Don't wear clothes in the sauna.

03

Never compare Finland with other European countries, especially Sweden.

04

Don't tip at restaurants, or you'll look foolish

05

Don't interrupt a conversation

06

Finns generally don't trust people who talk too much while saying too little.

07

Don't Show Up Unannounced



Stereo- types

01

Finns are suicidal

02

Finns are unsocial

03

**Emotions are not
shown**

04

**There is no summer in
Finland**

05

**Finns drink a lot of
alcohol**

06

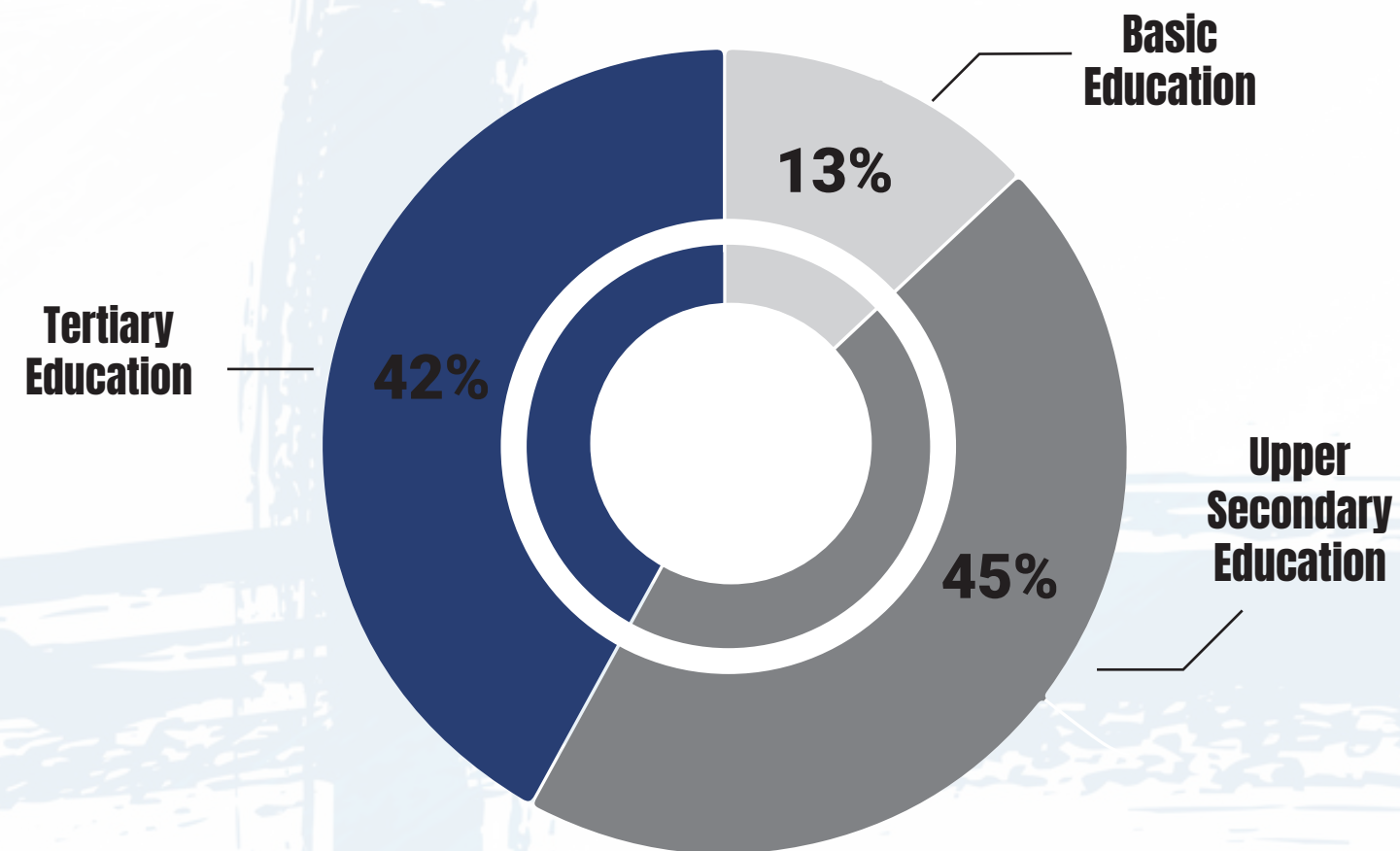
**Finns are big fans of
metal bands**



Education

Education system of Finland is one of the best Education system in the world. Everyone has the right to basic education free of charge. The public authorities shall guarantee for everyone equal opportunity to receive other educational services in accordance with their ability and special needs.

Education Level of the working age population:



- Teachers in Finland have high education degree. Teaching and guidance staff within day-care centres generally have Bachelor's degrees. Pre-primary teachers in schools hold a Master's degree.
- Education system and the quality of it are same whether those are in village or in city.
- Only a small number of independent schools exist in Finland, and even they are all publicly financed. None is allowed to charge tuition fees. There are no private universities, either.



Economy

-
- Finland has a highly industrialised, mixed economy with a per capita output.
 - Trade is significant for Finland's economy; the combined value of exports and imports equals 72 percent of GDP.
 - The nation's trade is dominated by high tech products, such as mobile phones. Finland also imports high amounts of raw materials and components for its manufactured goods.

Finland's main exports commodities are:

- Electrical and optical equipment
 - Machinery
 - Transport equipment
 - Paper and pulp
 - Chemicals
 - Basic metals
 - Timber
-



Culture Value

Best:

- Equality, it is common for Finnish women to work even if they have children. Men and women are both responsible for the care of the children and the home.
- Individualism, freedom of the individual is strongly presented than other cultures.
- Honesty is appreciated in Finland. It is important to keep your promises and tell the truth. Also punctuality is important to Finns.
- Finns are very modest and downplay their own accomplishments.
- Conscientious and industrious race It seems to be part of their national pride that they work hard and study seriously.

Worst:

- Sauna Is having a wash and relaxing, which means that peace and quiet are viewed as parts of the culture experience.
 - Finn respect the personal space of each other a lot. The comfortable personal space between strangers in Nordic countries is approx. 1.5 meters
 - There is a culture of surviving by yourself among the Finns. This concerns men. The men don't talk about their problems, they don't share their worries.
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Our Top 3 Commerical

<https://www.youtube.com/watch?v=L4DxP0irRy8>

https://www.adsoftheworld.com/media/film/koff_good_morning

https://www.adsoftheworld.com/media/film/academic_bookstore_the_other_side

Video Ads

Print Ads

Mad Women.

Agency:
SEK

Purpose:
For the International
Women's Day.

Caption:
Home for the evening

"HOME FOR THE EVENING"

SAID **HELENA HÄLLFORS** IN 1988 AND CREATED THE TONE OF VOICE AND THE CONFIDENCE FOR A FINNISH AIRLINE.



MADWOMEN

OPEN MIC ABOUT EQUALITY IN OUR INDUSTRY ON THE 8.3. AT 16-18.

Print Ads

Monster.

Agency:
Father

Purpose:
Find the jobs that fits you

Caption:
It's brainless to work in a
job you dislike. New jobs
available at monster.fi.
Great job.



Veikkaaja.

Agency:

Hasan&Partner

Caption:

My daughter's wedding is going to take place on the same day as the World Cup finals. I could take care of the mandatory obligations in the first half, but is it enough? It's a sport to be a sports fan.





Thank You!
